FEDERATION CENTRES

novion Property Group

Centre Website

Go Live Planning

31 July 2015

Document Purpose

- Assist Centre Teams with planning for the website re-launch across 6 phases:

Stage 1 – content planning

Objective: audit existing website content, formulate new website sitemap and content requirements.

Output: Content Matrix completed

Timings: : Content Matrix completed by August 14th

Responsibility: Centre Teams

COPE – Create Once, Publish Everywhere

- **Why Portable Content?**

Customers consumer our content across multitude of channels and devices (at times, simultaneously). Portable content means it can go wherever our customers are, without additional costs, sacrificing quality, consistency or fear of missing a important touch communications touch point.

- **What is Portable Content?**

Content that is structured so that a single item can be displayed across a multitude of devices in a multitude of formats across all channels. A single content element created once and repurposed on website, email and Facebook. It is ready to go everywhere.

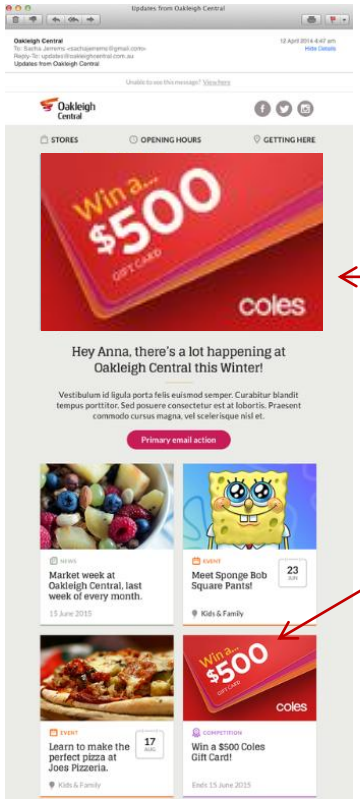
- **How is Portable Content creation different?**

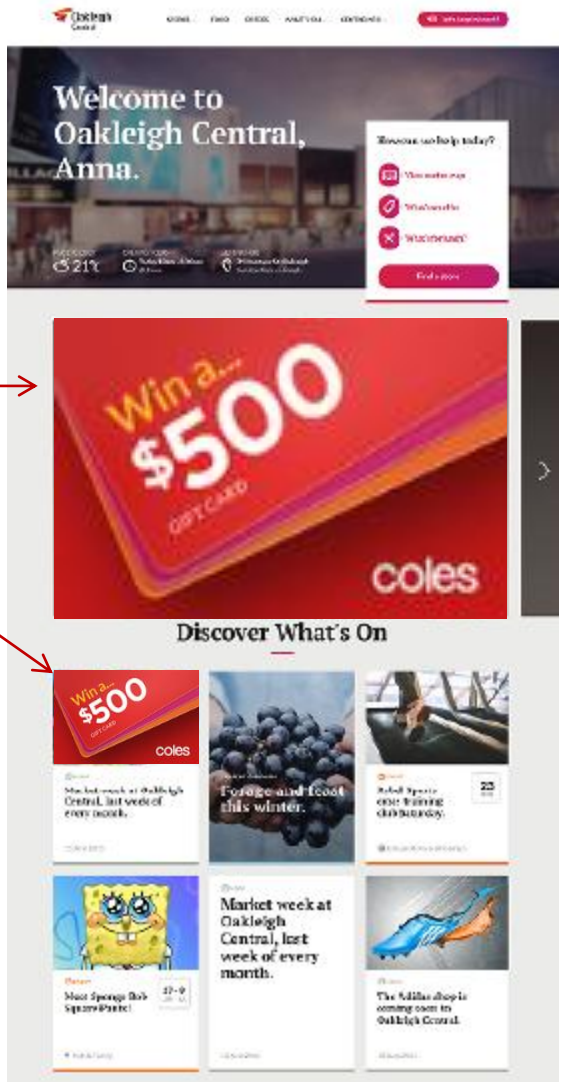
Every content element must be envisaged, briefed and published to work as a website article, email tile or a Facebook post. It has to be accessible on desktop, tablet or mobile devices.

- **Why start NOW?**

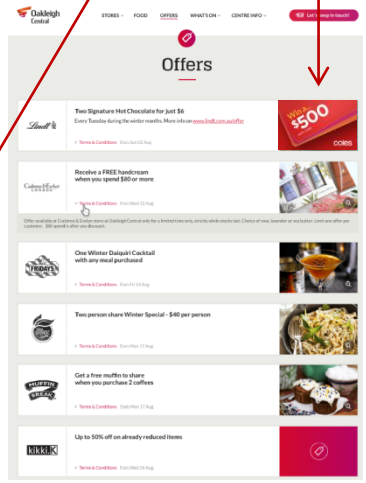
Today this approach will reduce creative production costs (no resizing or designing for a single channel). Tomorrow it will enable marketing automation and dynamic personalisation of content across channels.

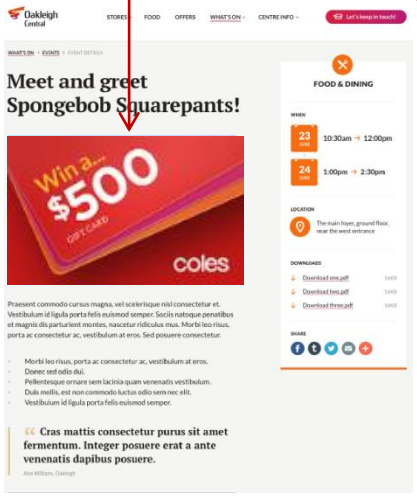
New COPE website and email templates


Oakleigh Central
STORES
OPENING HOURS
GETTING HERE
Win a... $500 GIFT CARD coles
Hey Anna, there's a lot happening at Oakleigh Central this Winter!
Primary email action
Market week at Oakleigh Central, last week of every month.
Meet Sponge Bob Square Pants!
Learn to make the perfect pizza at Joes Pizzeria.
Win a $500 Coles Gift Card!



Oakleigh Central
Offers
Win a... $500 GIFT CARD coles
Lindt
Two Signature Hot Chocolate for just $6
Every Tuesday during the winter months.
More info on www.lindt.com.au/offer
Terms & Conditions Ends Sun 02 Aug


Oakleigh Central
Offers
Win a... $500 coles
Two Signature Hot Chocolate for just $6
Receive a FREE handcream when you spend $80 or more
One Winter Daiquiri Cocktail with any meal purchased
Two person share Winter Special - $40 per person
Get a free muffin to share when you purchase 2 coffees
Up to 50% off on already reduced items

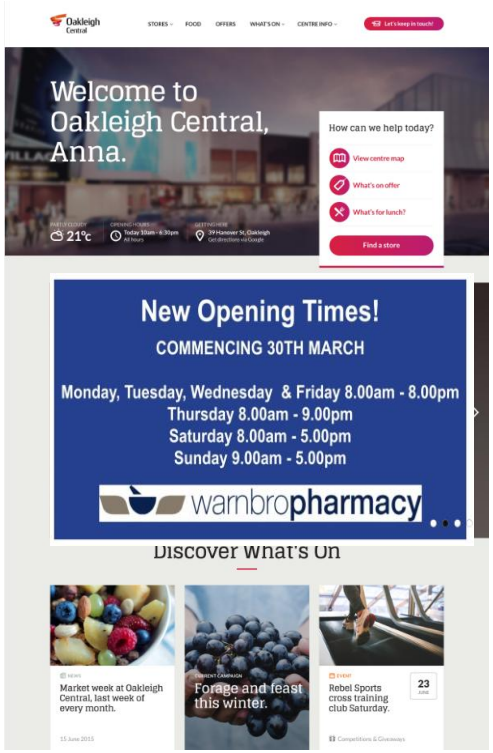

Oakleigh Central
Meet and greet Spongebob Squarepants!
Win a... $500 GIFT CARD coles
FOOD & DINING
10:30am → 12:00pm
1:00pm → 2:30pm
Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere.

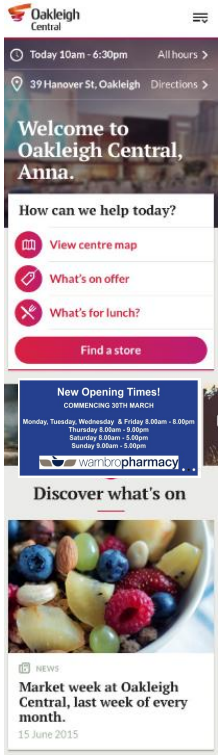
The merger of Novion Property Group and Federation Centres was implemented on 11 June 2015. While our combined Group is now known as Federation Centres, we have announced our intention to change our name to Vicinity Centres, following the approval of securityholders later this year.

Portable content – considerations

Text to image ratio - keeping the copy to 20% of the image area to make your content accessible

- Text inside an image is not visible to search engines. This affects SEO ranking of your content .
- Text inside an image is not visible to screen readers and other accessibility plug ins, making your website less accessible to customers with disabilities or those using screen readers.
- Consider smaller screens. Too much text inside an image makes your message illegible on mobile devices.


Welcome to Oakleigh Central, Anna.
How can we help today?
View centre map
What's on offer
What's for lunch?
Find a store
New Opening Times!
COMMENCING 30TH MARCH
Monday, Tuesday, Wednesday & Friday 8.00am - 8.00pm
Thursday 8.00am - 9.00pm
Saturday 8.00am - 5.00pm
Sunday 9.00am - 5.00pm
warnbropharmacy
Discover what's on
Market week at Oakleigh Central, last week of every month.
Forage and feast this winter.
Rebel Sports cross training club Saturday.



Portable content – considerations

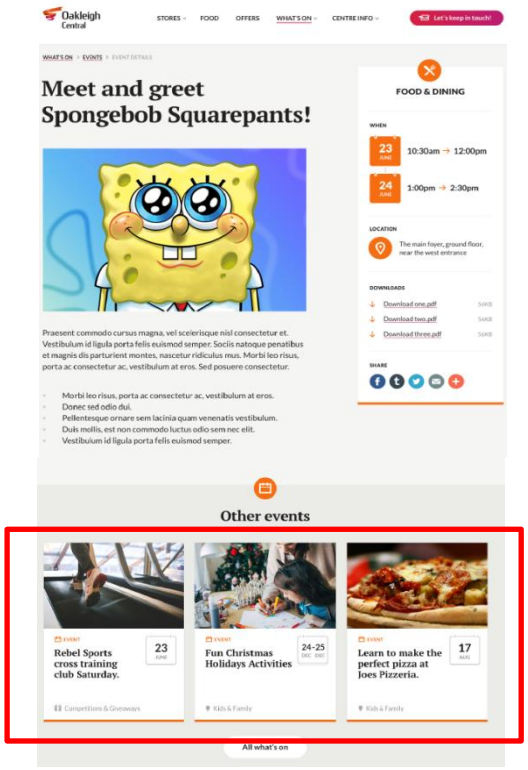
Call to action – you don't need a standard "click here" button to encourage click though

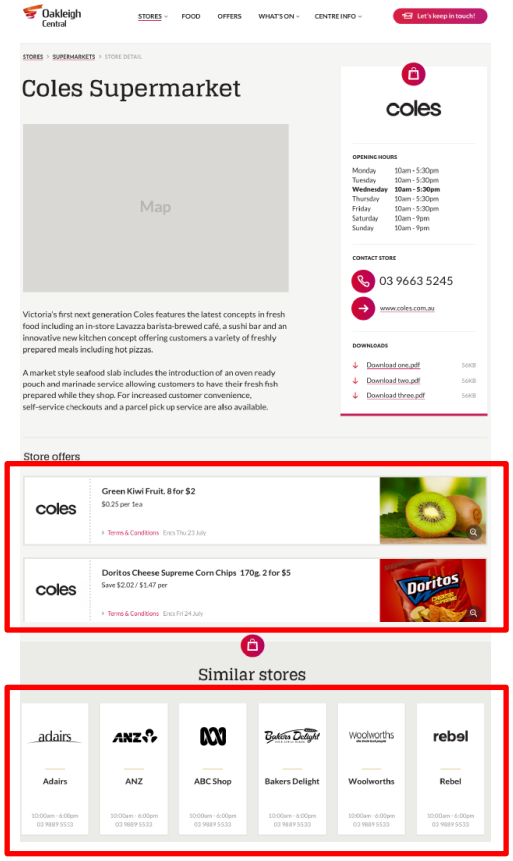
- Including button-like elements within an image is not compliant with our COPE publishing model.
- The message is your call to action. Consider making the call to action text more relevant.

Portable content – considerations

Plan and group your content in content types to help customers discover more relevant content.

- Enabling “you may also like” experiences is important. Our starting point is publishing content articles within a content type group (is it an event, retailer offer, retailer news or community announcement).
- Consistent structure of content and metadata to help cross-promote content.

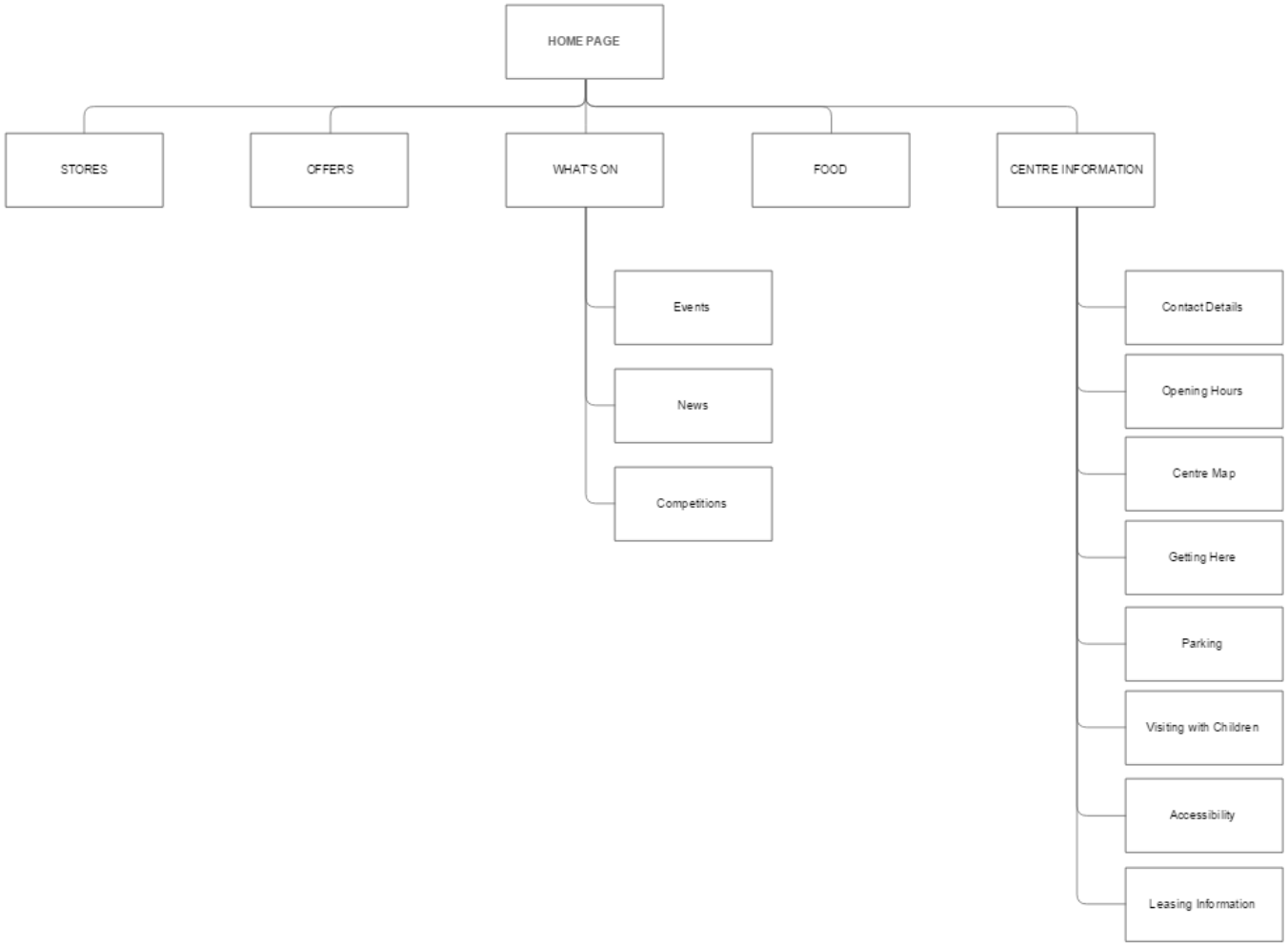

Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
Let's keep in touch!
Meet and greet Spongebob Squarepants!
FOOD & DINING
WHEN
23 JUNE 10:30am → 12:00pm
24 JUNE 1:00pm → 2:30pm
LOCATION
The main foyer, ground floor, near the west entrance
DOWNLOADS
Download one.pdf
Download two.pdf
Download three.pdf
SHARE
Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vestibulum id ligula porta felis euismod semper. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Sed posuere consectetur.
Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
Donec sed odio dui.
Pellentesque ornare sem lacinia quam venenatis vestibulum.
Duis mollis, est non commodo luctus odio sem nec elit.
Vestibulum id ligula porta felis euismod semper.
Other events
Rebel Sports cross training club Saturday.
23 JUNE
Fun Christmas Holidays Activities
24-25 DEC
Learn to make the perfect pizza at Joes Pizzeria.
17 AUG
All what's on


Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
Let's keep in touch!
Coles Supermarket
Map
coles
OPENING HOURS
Monday 10am - 5:30pm
Tuesday 10am - 5:30pm
Wednesday 10am - 5:30pm
Thursday 10am - 5:30pm
Friday 10am - 5:30pm
Saturday 10am - 9pm
Sunday 10am - 9pm
CONTACT STORE
03 9663 5245
www.coles.com.au
DOWNLOADS
Download one.pdf
Download two.pdf
Download three.pdf
Victoria's first next generation Coles features the latest concepts in fresh food including an in-store Lavazza barista-brewed café, a sushi bar and an innovative new kitchen concept offering customers a variety of freshly prepared meals including hot pizzas.
A market style seafood slab includes the introduction of an oven ready pouch and marinade service allowing customers to have their fresh fish prepared while they shop. For increased customer convenience, self-service checkouts and a parcel pick up service are also available.
Store offers
coles
Green Kiwi Fruit. 8 for $2
$0.25 per 1ea
Terms & Conditions Ends Thu 23 July
coles
Doritos Cheese Supreme Corn Chips 170g. 2 for $5
Save $2.02 / $1.47 per
Terms & Conditions Ends Fri 24 July
Doritos
Similar stores
adairs
Adairs
ANZ
ANZ
ABC Shop
Bakers Delight
Woolworths
rebel
Rebel

The merger of Novion Property Group and Federation Centres was implemented on 11 June 2015. While our combined Group is now known as Federation Centres, we have announced our intention to change our name to Vicinity Centres, following the approval of securityholders later this year.

Website sitemap – content mapping

Each website will be set up with a standard set of pages, forming our base Information Architecture (IA) ready for content entry. However, this IA is flexible and we encourage centres to review and map content based on their requirements/ content availability.



Content matrix

1. Review your centre website site map. Document all sections and pages that you are planning to have for launch (Content – General)
2. Complete contact number and trading hours for all retailers (Content – Retailer)

CENTRE NAME

Sitemap

Page level 1	Page level 2	Page level 3	Content Type	Content Status		
				new (insert copy and image reference)	existing (include URL)	to be edited (insert copy and image reference)
Home Page						
Stores						
Food						
Offers						
	Offer 1	20% off hats at CottonOn	Offer			
	Offer 2					
	Offer 3					
What's On						
	News	New winter range of cakes	News			
		Warm up this winter at Galleria	News			
	Events	Example: Christmas in July	Event			
	Competitions	Win a winter getaway	Standard content page			

CENTRE NAME

Retailer Infromation

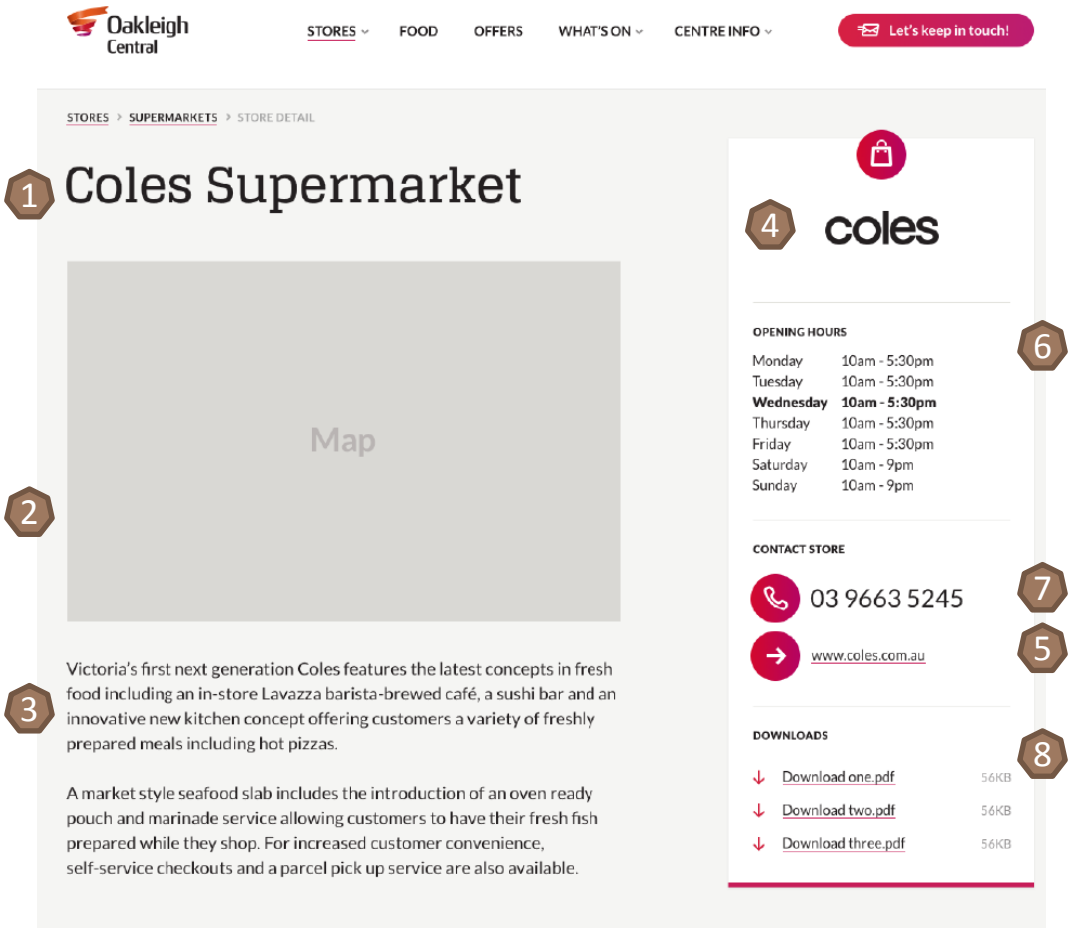
Retailer Name	Phone Number	Trading Hours
ALLPHONES	T:(08) 9582 9955	Monday 9:00am to 5:30pm Tuesday 9:00am to 5:30pm Wednesday 9:00am to 5:30pm Thursday 9:00am to 9:00pm Friday 9:00am to 5:30pm Saturday 9:00am to 5:00pm Sunday Closed
ALLY FASHION	T:(08) 9582 9238	Monday 9:00am to 5:30pm Tuesday 9:00am to 5:30pm Wednesday 9:00am to 5:30pm Thursday 9:00am to 9:00pm Friday 9:00am to 5:30pm Saturday 9:00am to 5:00pm Sunday 10:30am to 3:30pm

Website – Templates Overview

Template Reference	Template Purpose	Content Administration
Article – Event Details	This template is used specifically when creating an Event details page.	Editable in CMS on Centre Level
Article – News , General content page	This templates is used to create standard content pages and News Articles	Editable in CMS on Centre Level
Offers Listing	This is a list view of retail offers	Editable in CMS on Centre Level . Retailer logo is auto-populated
Retailer Details	This template contains retailer information such as logo, description, URL, opening hours, mapping, related downloads	Opening hours, related downloads and mapping editable in CMS on Centre Level
Food	One-off landing page	Auto-generated
What's On	This is an index view of ALL Events and News articles	Auto-generated
Centre Directory	This is an index view of Retailers	Auto-generated
Centre Information	Index page with summary of content sections	Auto-generated
Home page	One-off landing page	Auto-generated

Managing Retailer content - global vs local content

Retailer details page utilises Global content library, but will need to be enriched on a local level by Centre Marketing teams.


Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
Let's keep in touch!
STORES › SUPERMARKETS › STORE DETAIL
1
Coles Supermarket
Map
2
Victoria's first next generation Coles features the latest concepts in fresh food including an in-store Lavazza barista-brewed café, a sushi bar and an innovative new kitchen concept offering customers a variety of freshly prepared meals including hot pizzas.
3
A market style seafood slab includes the introduction of an oven ready pouch and marinade service allowing customers to have their fresh fish prepared while they shop. For increased customer convenience, self-service checkouts and a parcel pick up service are also available.
4
coles
OPENING HOURS
6
Monday 10am - 5:30pm
Tuesday 10am - 5:30pm
Wednesday 10am - 5:30pm
Thursday 10am - 5:30pm
Friday 10am - 5:30pm
Saturday 10am - 9pm
Sunday 10am - 9pm
CONTACT STORE
7
03 9663 5245
5
www.coles.com.au
DOWNLOADS
8
Download one.pdf 56KB
Download two.pdf 56KB
Download three.pdf 56KB

Global content

1. Retailer Name
2. Centre Map (retailer locations will need to be mapped individually)
3. Retailer Description
4. Retailer Logo
5. Retailer URL

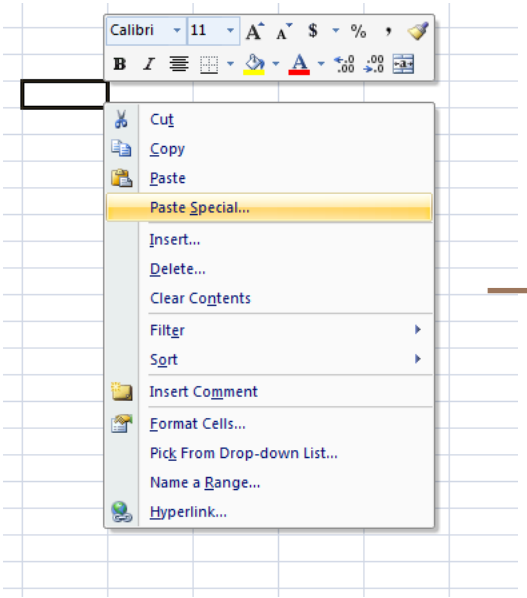
Localised content

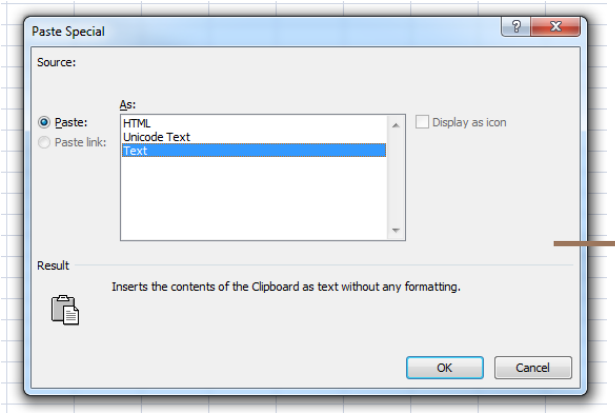
6. Opening Hours
7. Contact Phone Number
8. Related Downloads

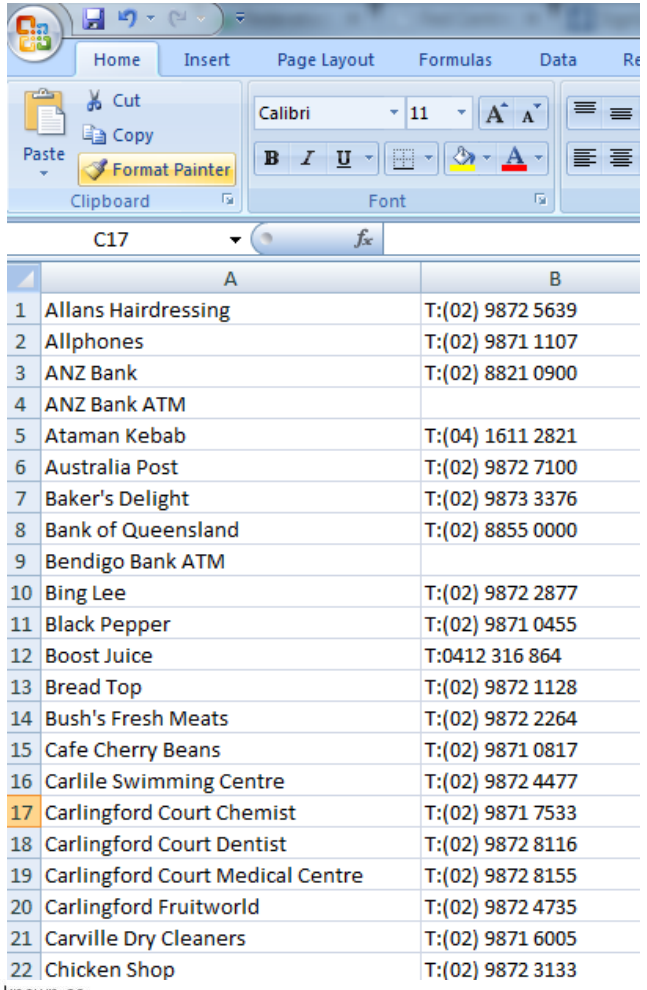
Retailer Information

Moving to a new website is an opportunity to review and if necessary, correct Retailer contact details, before uploading to new CMS.

To export existing retailer data, navigate to Centre Directory on your website, highlight the full list of retailers, copy the list on screen. Then, open Excel -> select Paste Special and Text option

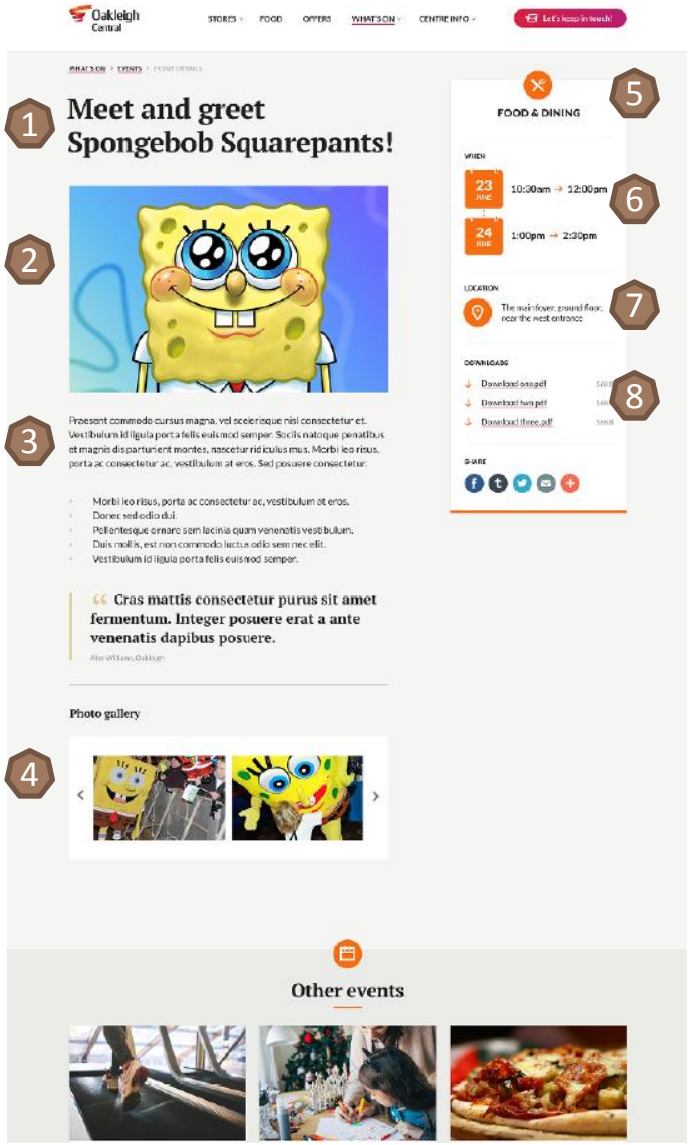






	A	B
1	Allans Hairdressing	T:(02) 9872 5639
2	Allphones	T:(02) 9871 1107
3	ANZ Bank	T:(02) 8821 0900
4	ANZ Bank ATM	
5	Ataman Kebab	T:(04) 1611 2821
6	Australia Post	T:(02) 9872 7100
7	Baker's Delight	T:(02) 9873 3376
8	Bank of Queensland	T:(02) 8855 0000
9	Bendigo Bank ATM	
10	Bing Lee	T:(02) 9872 2877
11	Black Pepper	T:(02) 9871 0455
12	Boost Juice	T:0412 316 864
13	Bread Top	T:(02) 9872 1128
14	Bush's Fresh Meats	T:(02) 9872 2264
15	Cafe Cherry Beans	T:(02) 9871 0817
16	Carlile Swimming Centre	T:(02) 9872 4477
17	Carlingford Court Chemist	T:(02) 9871 7533
18	Carlingford Court Dentist	T:(02) 9872 8116
19	Carlingford Court Medical Centre	T:(02) 9872 8155
20	Carlingford Fruitworld	T:(02) 9872 4735
21	Carville Dry Cleaners	T:(02) 9871 6005
22	Chicken Shop	T:(02) 9872 3133

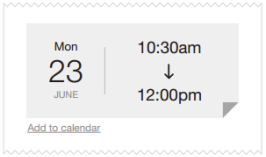
Templates – Event Details


Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
Let's keep in touch!
1
Meet and greet Spongebob Squarepants!
2
3
Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vestibulum id ligula porta felis euismod semper. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Sed posuere consectetur.
Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
Donec sed odio dui.
Pellentesque ornare sem lacinia quam venenatis vestibulum.
Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.
Vestibulum id ligula porta felis euismod semper.
Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere.
Photo gallery
4
5
FOOD & DINING
WHEN
23 JUNE
10:30am → 12:00pm
6
24 JUNE
1:00pm → 2:30pm
LOCATION
7
The main lower ground floor, near the west entrance
DOWNLOADS
8
Download one.pdf
Download two.pdf
Download three.pdf
SHARE
Other events

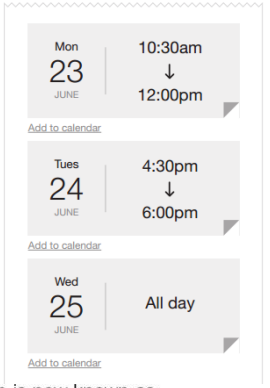
Content

1. Event Title
2. Event Image
3. Event Description/Details
4. Event Image gallery – multiple images
5. Event Category
6. Event Times (3 options)
   i. Single date event
   ii. Multiple date event (same time)
   iii. Multiple date event (varying times)
7. Location of the event in centre
8. Download associated with the event
9. CMS – Meta descriptions

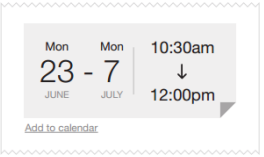
One off



Duration with varied times



Duration with set time



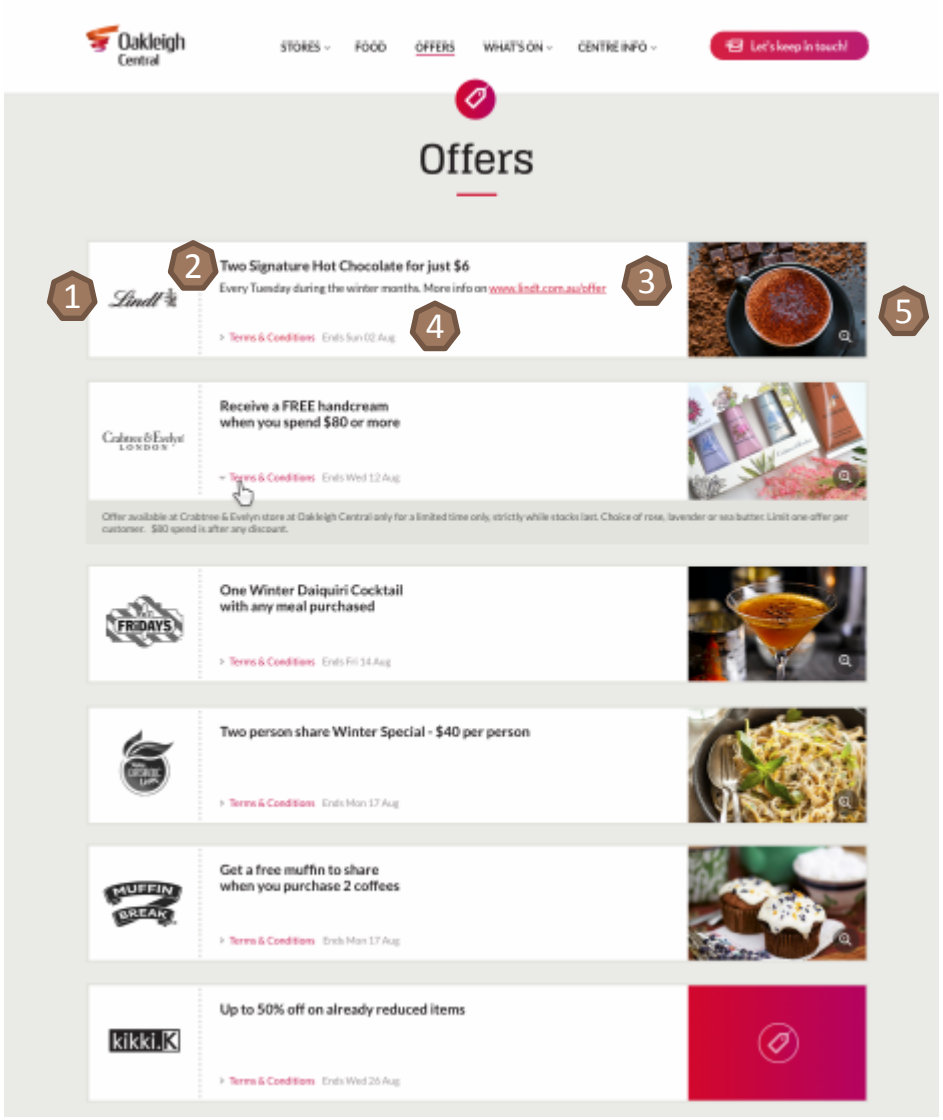
Templates – News

Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
1
Market week at Oakleigh Central, last week of every month.
2
3
Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
Donec sed odio dui.
Pellentesque ornare sem lacinia quam venenatis vestibulum.
Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.
Vestibulum id ligula porta felis euismod semper.
Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere. Donec sed odio.
Photo gallery
4
SHARE

Content

1. News Title
2. News Image
3. News Details
4. News Image gallery – multiple images
5. CMS – Meta descriptions

Templates – Offers


Oakleigh Central
STORES
FOOD
OFFERS
WHAT'S ON
CENTRE INFO
Let's keep in touch!
Offers
1
2
3
4
5
Two Signature Hot Chocolate for just $6
Every Tuesday during the winter months. More info on www.lindt.com.au/offer
Terms & Conditions Ends Sun 02 Aug
Receive a FREE handcream when you spend $80 or more
Terms & Conditions Ends Wed 12 Aug
Offer available at Crabtree & Evelyn store at Oakleigh Central only for a limited time only, strictly while stocks last. Choice of rose, lavender or sea butter. Limit one offer per customer. $80 spend is after any discount.
One Winter Daiquiri Cocktail with any meal purchased
Terms & Conditions Ends Fri 14 Aug
Two person share Winter Special - $40 per person
Terms & Conditions Ends Mon 17 Aug
Get a free muffin to share when you purchase 2 coffees
Terms & Conditions Ends Mon 17 Aug
Up to 50% off on already reduced items
Terms & Conditions Ends Wed 26 Aug

Content

1. Retailer Logo (note: this is populated automatically and will include a click through to Retailer detailer page)
2. Offer Title
3. Offer Details (any URLs will need to be included in the copy)
4. Terms and Conditions
5. CMS – Meta descriptions

Content planning – National support

- The following content elements will be supplied to Centre Teams to use on the website:
  - Final home page Centre image, retouched and resized to specifications
  - Retailer logos
  - Back up generic Logo image (to be used in the absence of retailer logos)
  - Food category images
  - Centre Information section images
  - Back up generic Offer image (to be used in the absence of Offer images)
  - Centre maps
- Copywriting support will be available to review Centre Information pages

Stage 2 – data migration

Objectives: Migrate existing Freebies subscribers into new system. Set up Centre access to CMS.

Output: Customer data migrated into new CRM. Training Schedule document completed.

Timings: Completed by August 21st.

Responsibility: National Digital Team / Centre Teams

Freebies database

- Subscriber lists (by Centre) will be migrated from CompCo into new CRM. As part of the migration process, we would need to remove:
  - Records with incomplete email addresses
  - Records with invalid email addresses
  - Records without email addresses

- Subscribe for Updates form will be decommissioned by August 21st to ensure no new subscribers are added to the database

- Any Unsubscribes will be manually removed from the database immediately prior to going live.

Stage 3 - training

Objectives: Training sessions for CMS and CRM platforms.

Output: Training manual

Timings: Completed by September 4th

Responsibility: National Digital Team / Centre Teams

Training Schedule

- Identify people if your team that are responsible for content publishing, social and email comms calendar (you can nominate one or multiple users)
- A training session will be conducted by members of the National Digital Team in person or via Blue Jeans conferencing on a nominated date.
- User manual (including video tutorial) will be supplied.

A	B	C	D	E	F
WEBSITE TRAINING SCHEDULE					
STATE	**CENTRE**	**MARKETING CONTACT - NAME**	**MARKETING CONTACT - EMAIL ADDRESS**	**TRAINING DATE - 1st PREFERRED**	**TRAINING DATE - 2nd PREFERRED**
		Please include a primary person who will be responsible for website updates		Please select a date w/c 31 August.	Please select a date w/c 31 August.
NSW	Albury				
NSW	Armidale				
NSW	Bankstown				
NSW	Carlingford				
NSW	Goulburn				
NSW	Lavington				
NSW	Lennox				
NSW	Maitland Hunter Mall				
NSW	Nepean				
NSW	Raymond Terrace				
NSW	Roselands				
NSW	Toormina				
NSW	Warriewood				
NSW	Westside				
NSW	Wodonga				

Stage 4 and 5 – content population and QA

Objectives: Migrate existing and new content into CMS

Output: Centre websites populated with content and ready for QA

Timings: two weeks post training

Responsibility: Centre Teams

Content population

- This stage involves migration of content from your Content Matrix document into the new CMS; focussing on 4 sections:
  - Offers
  - News
  - Events
  - Centre Information pages

- User Acceptance Testing log will be provided to record any system errors

Stage 6 – Go Live

Objectives: Preparations for Go Live

Output: New website live

Timings: allow up to 1 week for change over

Responsibility: National Teams (Digital Marketing and Business Services)

Go live - check list

1. Full QA completed (content and functionality)

2. New Google Analytics tagging in place

3. Redirects of old URLs to new websites set up (http://www.roselands.com.au/information.php?tscid=NDI1ODE=&m=hours to be redirected to http://www.roselands.com.au/centreinformation/openinghours)

4. Any campaign iFrames (eg Colour of Summer) migrated and re-tested

FAQs

Can Centres select their Go Live date?

Yes. We estimate that most centres would require 2 weeks post training for Content population and QA, however, the timeframe is flexible and should work within the content of your Centre's activity calendar.

When is the latest my website could go live?

Our arrangement with CompCo is ending on November 3rd. ALL Centre websites must be migrated to the new platform by then. However, we recommend that Centre aim to have their new website launched by end of September.

Will I be able to get my content from old CompCo websites post Go Live?

No. Once the Centre has migrated to a new platform, there will be no way to access archive creative. Hence, it's important to audit all content you are planning to migrate during the Content Audit Stage.

Will there be any downtime for the current Centre websites?

No.

Do Centres need to raise any POs for Digital Re-platforming project?

No. Monthly installments of the total Digital Platform budget (as per Corporate Advice) will be reallocated by National Accounts team from your Centre budget to the National Digital Platform cost centre.

Does every member of the team need to be recorded on the Training Schedule?

Yes. There will be no individual passwords issued for the new CMS and CRM. Log in will be facilitated by your network log in details.